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PRESENTS

26/11

**The Indian EXPRESS**  
**STORIES OF STRENGTH**

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MUMBAI

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November 26, 2018  
Gateway of India, Mumbai

# TABLE OF CONTENTS

- 1 Concept/Context
- 2 Event Microsite
- 3 Editorial
  - Opinion pieces
  - 4 part series
- 4 Publicity & Promotion
  - Print ad
  - Social media
  - Outdoor branding
- 5 Event listing platform - Book my show
- 6 Event collaterals
- 7 Content generation
  - Promo videos
  - Radio campaign
- 8 *26/11 Stories of strength - The Book*
- 9 Venue branding
- 10 26/11 Event memorial - Event pictures
- 11 Live event coverage
- 12 Post event
  - Editorial coverage
  - Event telecast
- 13 Other media coverage

# 1 CONCEPT/CONTEXT

To fight terror, we need to secure not only our borders also the minds of our people from the hatred that creeps in and divides us. We need to bring people together.

This year, on the 10<sup>th</sup> anniversary of the **26/11** Mumbai terror attacks, the initiative marked its 3<sup>rd</sup> year in bringing together thousands of people to pay homage to the inspiring stories of courage in a memorial directed by **Feroz Abbas Khan**

## Chief Guest

**Shri Devendra Fadnavis**  
Hon'ble Chief Minister of Maharashtra

## Guest of Honour

**Shri Piyush Goyal**  
Hon'ble Union Minister of Railways & Coal

## Featuring

**Shri Amitabh Bachchan**



# 2 THE MICROSITE IE2611.COM

Story showcased on the website, special section created on indianexpress.com.  
Dedicated microsite featuring articles & videos

Celebrating the strength of the few, who inspired many.

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26/11  
The Indian EXPRESS  
STORIES OF STRENGTH

26th November, 6.00 pm  
Gateway of India

A memorial directed by Feroz Abbas Khan

HOME STORIES OF STRENGTH 26/11 TIMELINE

### 26/11 anniversary: Fate and freedom

On 26/11, I lost my father. I was 19 years old at the time. My sister Sarjana was only 13 and mother, Kulpana P Shah, a vulnerable, hopeless romantic.

Sarjan Shah  
November 26, 2018 12:14:49 pm

It has now been 10 years and two days since my father was gunned down inside one of the two iconic Mumbai hotels attacked by Pakistani intruders on that fateful Wednesday evening, November 26, 2008. I was 19 years old at the time. My sister Sarjana was only 13 and mother, Kulpana P Shah, a vulnerable, hopeless romantic. It has been hard for each of us to pick up the pieces of our lives and rebuild something that is filled not just with meaning, but also excitement and ambition.

## VIDEOS

- Amitabh Bachchan's address at Stories of Strength
- Address by Ankhi Das, Facebook
- Interview with Mumbai Police Commissioner SK Jaiswal
- Address by MD IHCL Puneet Chatwal

Presenting partner: facebook

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Key partners: REPUBLIC

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Telecom partner: vodafone

Outdoor partner: LAQSHYA

Radio partner: 22.7c9.fm

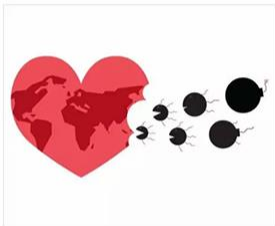
Broadcast partners: PRAJ FOCUS colors

Event produced by: WIZCRAFT

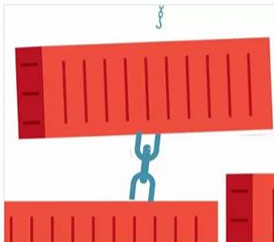
# THE MICROSITE IE2611.COM

## STORIES OF STRENGTH

With at least 166 people losing their lives and over 300 injured, the attacks, that lasted over three nights, shook Mumbai's core. The Indian Express spoke to over 70 families of those who were affected, and have stood up, determined to live their dreams.



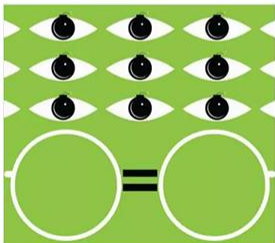
Terror in the age of freedom



Trade vs Terror



VIDEO | 26/11 Stories of Strength – Full memorial event



Age of prejudice



26/11 anniversary: Fate and freedom



26/11, ten years later: Memorial and a new foundation



## TIMELINE

November 26, 2008 was one of the darkest days in the history of Mumbai. Here is a 360-degree look at what happened that fateful night and the days that followed.



Presenting partner

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Outdoor partner



Radio partner



Broadcast partners



Event produced by





THE INDIAN EXPRESS, SATURDAY, NOVEMBER 24, 2018

## THE IDEAS PAGE



### Away from the spectacle

To face up to 26/11, we need to confront the murderous identity politics that led to Partition, still divides Pakistan and weighs India down



PRATAP BHANU MEHTA

On the night of 26/11 attack, it reached back its severed existence, and to solve a political apogee, rather a political event in the politics of the 19th century, led to the carnal carnage.



10 YEARS ON  
An Inevitable Part 4

To mark a decade of the Mumbai attacks, The Indian Express reaches out to scholars, writers and public figures who...

TODAY HAS THE HONOR  
TEJASWINI REEDY, CAN WE  
BE VICTORY IN THIS WAR?

...the 1950s, the Indian nation was not a political entity, but a social one. It was a political entity, but a social one. It was a political entity, but a social one.

**Pratap Bhanu Mehta**, Vice Chancellor of Ashoka University

THE INDIAN EXPRESS, MONDAY, NOVEMBER 26, 2018

## THE IDEAS PAGE

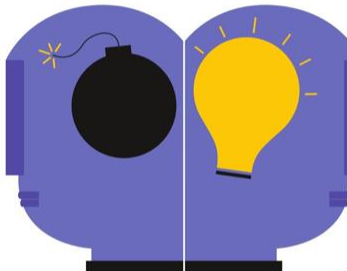
### Conquering without fighting

Building a terror-free society requires re-engineering of the mind. This task can be carried out only through education — more informal than formal



MAULANA WAHIDDUDIN KHAN

DURING A VISIT to the 50th year of the Indian National Congress in Mumbai...



10 YEARS ON  
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TODAY: HOW CARLETON  
FIGHTR OVERCOME FEAR?

...the 1950s, the Indian nation was not a political entity, but a social one. It was a political entity, but a social one. It was a political entity, but a social one.

**Maulana Wahiddudin Khan**, Islamic spiritual scholar, Centre for Peace and Spirituality International, New Delhi

THE INDIAN EXPRESS, TUESDAY, NOVEMBER 27, 2018

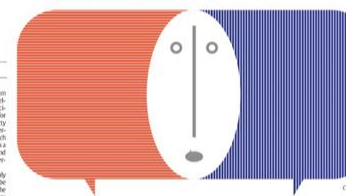
## THE IDEAS PAGE

### Sharpening the moderate

The key is to not view the middle ground as a convenient and passive space, but one that calls for deep and dynamic engagement on the ground



PRASEON JOSHI



DURING A VISIT to the 50th year of the Indian National Congress in Mumbai...

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**Praseon Joshi**: Writer, Poet and Chairman, CBCF

13 THE IDEAS PAGE Age of prejudice

'Age of prejudice' may be an inadequate term for our times. Ours is an age where suspicion and loathing infiltrate politics, courtrooms, newspapers, TV, and dance wild on social media



RAJMOHAN GANDHI



IT THERE? Ask for non-violence. Mahatma Gandhi lived peaceful ways. In the age of terror? How can the human fight the terror? Can he bring reality to the frightened into the conversation on terror? ...

represent: the anthropologist professor Nirmal Bose, rejected Gandhi's sharp message. ...

to mark a decade of the Mumbai attacks. ...

TO MARK A DECADE OF THE MUMBAI ATTACKS ...

backed by Jaganath Mohan and Sankar Mukherjee ...

to mark a decade of the Mumbai attacks ...

TO MARK A DECADE OF THE MUMBAI ATTACKS ...

Rajmohan Gandhi: Research Professor at the Center for South Asian and Middle Eastern Studies, University of Illinois at Urbana-Champaign

13 THE IDEAS PAGE Trade vs Terror

Relationship based on connectivity and free trade is the only recipe that will work in a world tired of Indo-Pakistan conflict



KHALEEL AHMED



PARSONS COLLIER HAD the false faith that the 'operator' in Karachi (1999) and Mumbai (2008) governments had shared ...

can push in China Pakistan Economic Corridor through. If anyone thought India would be able to ...

to mark a decade of the Mumbai attacks ...

TO MARK A DECADE OF THE MUMBAI ATTACKS ...

Khaleel Ahmed: Consulting Editor, Newsweek Pakistan

15 THE IDEAS PAGE Terror in the age of terrorism

Terrorism may never succeed in overthrowing a government or controlling large territories. But terrorists have managed to implant the ideas of violence and hatred everywhere



Terror in the age of terrorism

Terrorism may never succeed in overthrowing a government or controlling large territories. But terrorists have managed to implant the ideas of violence and hatred everywhere



EKA KURNIAWAN

IN A NIGHT BEFORE Ramadan in 2011 as part of the celebrations, children in the suburbs of Jakarta were ...

to mark a decade of the Mumbai attacks ...

TO MARK A DECADE OF THE MUMBAI ATTACKS ...

Eka Kurniawan: Indonesian writer and renowned for his novels 'Beauty is a Wound' and 'Man Tiger'



THE INDIAN EXPRESS, FRIDAY, NOVEMBER 23, 2018

# 13 THE IDEAS PAGE

## Spirituality vs Terror

It is like a safety valve, which brings extremism in religion, takes you from concepts to communion and brings transformation through real life experiences

© Ashvini

**13** **THE IDEAS PAGE**

**26/11**  
10 YEARS ON

AN INDIAN EXPRESS SPECIAL

**SRI SRI RAVI SHANKAR**

WATSONSON goes, so does their notebook. Sri Sri Ravi Shankar's response

the path of equality, it also helps creativity from flourishing.

At the same time, when one starts displaying the extent of a higher power, the needs in greater consistency and there are more chances of falling into repression and mental illnesses. While the religious dogma ensures hardcore people's ego, neither when it instils greater faith into survivors, nor does it allow a greater respect for the survivors and helps them through tough times in life. There are two sides to the coin.

But just people from being open to the meditation, there are people who feel that they are in a greater state than the rest of the world. It is like a safety valve, which brings extremism in religion, takes you from concepts to communion and brings transformation through real life experiences.

It is like a safety valve, which brings extremism in religion, takes you from concepts to communion and brings transformation through real life experiences.



SRI SRI RAVI SHANKAR

WATSONSON goes, so does their notebook. Sri Sri Ravi Shankar's response

**Sri Sri Ravi Shankar:** Founder of Art of Living and the International Association For Human Values.

THE INDIAN EXPRESS, WEDNESDAY, NOVEMBER 21, 2018

# 13 THE IDEAS PAGE

## Reconciliation, above all

Instead of building walls in our imaginations, we need to tear them down. It helps to think of children

© Ashvini

**13** **THE IDEAS PAGE**

**26/11**  
10 YEARS ON

AN INDIAN EXPRESS SPECIAL

**MARTHA C NUSSBAUM**

EMPATHY BRINGS OPENNESS AND FIGHTS AGAINST THE CONVICTION TO REVENGE. IT LEADS TO A MORE URGENTLY IMPORTANT AND MORE WIDELY DISCUSSED QUESTION: HOW CAN WE BRING ABOUT RECONCILIATION IN THE WAKE OF THE GREAT TRAGEDY OF 26/11? THE ANSWER LIES IN THE HISTORY OF THE 9/11 ATTACKS, WHICH WERE FOLLOWED BY A SERIES OF ATTEMPTS TO BRING ABOUT RECONCILIATION. THE HISTORY OF THE 9/11 ATTACKS IS A HISTORY OF ATTEMPTS TO BRING ABOUT RECONCILIATION. THE HISTORY OF THE 9/11 ATTACKS IS A HISTORY OF ATTEMPTS TO BRING ABOUT RECONCILIATION.

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**Martha C Nussbaum:** Writer, Ernst Freund Distinguished Service Professor of Law and Ethics at the University of Chicago, and winner of the 2018 Berggruen Philosophy Prize.

THE INDIAN EXPRESS, SATURDAY, DECEMBER 1, 2018

# 11 THE IDEAS PAGE

## Terror as commodity

Class-specific self-congratulation over survivorship is restrictive in its worldview

© Ashvini

**11** **THE IDEAS PAGE**

**26/11**  
10 YEARS ON

AN INDIAN EXPRESS SPECIAL

**GAYATRI CHAKRAVORTY**

IT IS THE 10th anniversary of the attack on the tower. Mumbai has survived. That is the good story the story we would like to hear. But this kind of survival story can only be a story of a narrow worldview. It is a story of a narrow worldview. It is a story of a narrow worldview.

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**Gayatri Chakravorty:** Scholar, literary theorist and University Professor at Columbia University.

## At Badhwar Park, how a ODI match saved many from terrorists' bullets

**MAYURA JANWALKAR**  
MUMBAI, NOVEMBER 24

THE SUN has set hours ago and a pondal near the jetty at Badhwar Park is brightly lit for a religious event that appears to be winding up. Along the road that has traffic zooming past it are fishing trawlers, some turned upside down, for repair.

Like they do every evening, three elderly fishermen sit on an upturned boat catching up on the day's events after dinner.

"They arrived right here," they said while pointing at the sandy land strewn with litter. While November 26, 2008 is etched in their memory, they only seem to realise now that a decade has passed since 10 Pakistanis landed in their urban fishing village around 8.30 pm and unleashed carnage that brought Mumbai to a standstill.

That Badhwar Park was spared, they said, was all thanks to cricket. That evening, India was playing England in the fifth ODI of a seven-match bilateral series in



26/11 has put Badhwar Park on the world map. Dilip Raut



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STORIES OF STRENGTH  
MUMBAI BANGALORE CHENNAI

never had foreign tourists coming here. Nobody was interested in seeing Badhwar Park. The tourists started showing up only after 26/11."

Praveen Tandel, chairman of the Machhinar Sanvadya Sahakar Society — established in 1968 — which has more than 3,000 members from Badhwar Park, said the community has been keeping an eye out for "outsiders". "The people in our Machhinar Nagar have been very alert. If we see anyone from

been lost in the maze of two-story homes of about a thousand families that live in winding lanes of the fishing village. The chowki has two rooms and a watching post atop its asbestos roof.

Standing up on the post with binoculars hanging around his neck, a policeman requests anonymity. "The place is usually quiet. Fishermen go about doing their business as usual. They have moved on since the attacks. I can't really say whether they are vigilant or not. But we are," he said. The tall pole next to the chowki is mounted with CCTV cameras pointed in different directions of the fishing village.

"In the recent years, petty quarrels among residents have been brought to our notice. Nothing very serious has been reported and done in the area," said Rakesh Jadhav, senior Inspector, Cuffe Parade Police station under which Badhwar Park falls.

She added the fishing village is a "wajan" (immersion) point and there is increased police deployment during festivals like

## 10 years on, what's changed at CSMT

302 CCTV cameras, 32 door frame & 76 hand-held metal detectors, baggage X-rays

**NEHA KULKARNI**  
MUMBAI, NOVEMBER 20

AROUND 9.30 PM, the peak hours over, the crowd at the Chhatrapati Shivaji Maharaj Terminus (CSMT) thin, the buzz starts fading. It's been 10 years since this routine was disrupted on November 26, 2008, when the Central Railway headquarters building was filled with screams, cries for help and gunshots as a group of terrorists sprayed bullets at the crowd, taking 52 lives.

Today, the iconic railway station, one of the busiest in the world, has made several additions to its structure, even to its name - 'Maharaj'. At the same time, it's also got key security upgrades: from a full-fledged Integrated Security System (ISS) to a dedicated dog squad.

302 CCTV cameras, three frequent safety drills conducted inside trains and at different parts of the station, and a CCTV control room on the first floor to monitor passenger movement. Besides, they say, boundary



52 people were killed by Pak terrorists at CST. Express file

walls have come up at the station and access is controlled.

"In 2012, we got our own dog squad at the station. A team of eight dogs — seven Labradors and a Doberman — regularly checks long-distance trains before boarding. The squad works in three shifts," a senior RPF official said.

What has also changed, officials say, is their response to complaints of any "threat", even the most far-fetched. "Once a passenger called our helpline number and claimed there was a bomb in the Pushpak (Express), which our



team heard as 'parce', We checked the entire parcel office, but nothing was found. We later traced the caller who confessed that he made the hoax call because he was getting late for the Pushpak Express," an RPF official said.

According to Nilay Kaushik, Commissioner, Government Railway Police (GRP), the station is now getting ready for ISS Phase 2.

"The phase II is being worked out by the Railway Ministry which will further strengthen security at CSMT. We have a special task force of six to eight people who are trained in anti-submarine checks. A special Quick Reaction Team is also in place," Kaushik said.

## A small candle can fight darkness, Nariman Light House is that candle: Chabad Rabbi

**REEMA LOSEK**  
MUMBAI, NOVEMBER 19

REEMAN'S mother's love for him is etched on the fifth floor walk of Nariman House in Colaba, one of the sites of the 26/11 terror attacks.

Hand-painted walls with colourful images of angels, handwritten letters and his name in Hebrew script are lit up by the warm glow of the light movement and candle as the walls of Nariman House in Mumbai and the RPF station

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"We are here to not only talk about the painful past, but we are here to open about the future, which is hope and light of hope and action. As our leader Rabbi Shlomo Schneerson (ztl) said, 'We are here to open about the past, which is pain and darkness, and to open up to the future, which is hope and light of hope and action.'"

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According to the Rabbi, the Nariman Light House will be open to all, as he said, "We are here to open about the past, which is pain and darkness, and to open up to the future, which is hope and light of hope and action."

## 26/11 lessons at Cama hospital: 87 CCTVs, 70 guards keep vigil

**TABASSUM BARNAGARWALA**  
MUMBAI, NOVEMBER 21

AT EIGHT feet, its boundary wall is much higher than before. Over 87 closed circuit television (CCTV) cameras focus on corridors, wards and entry gates, and security force has been stepped up. The 367-bed Cama and Albless Hospital, known for gynaecology facilities, has learnt its lessons from the night of November 26, 2008.

Over 150 patients had come under attack when armed with AK-47 rifles, Pakistani terrorists Mohamed Ajmal Amir Kasab and Abu Ismail Khan had stormed through the six floors of the hospital building. The doctors and staff, including 15 nurses, had shown presence of mind—switching off lights, locking all ward doors, hiding most patients in washrooms, and conducting deliveries in astonishing silence—despite losing two security guards. Bhama Nankar and Baban Wala, killed by



At the Cama and Albless Hospital in Mumbai. *Expressfile*



race has solar panels, the doors open only with permission from administration," said staff nurse Laxmi Shridhar Shetty.

While no guard mans the rear exit, a special security room at the main entrance allows more than one guard, inquiring whenever they find "suspicious visitors" and guiding them to the administrative office. Since the attack, each ward also has a se-

locked. Now there is a guard who sits outside every ward. The grilles doors are locked at times. It is a more secured environment to work in," Shetty said.

About two-and-a-half years ago, the security deployment was stepped up. "That's also because doctors were regularly being assaulted in government hospitals," said Dr Aneeta Joshi, medical superintendent at the hospital. The hospital currently has 58 guards from Maharashtra Security Force and 12 guards appointed by the state government. Two guards have been provided rifles and four have walkie-talkies.

On the night of November 26, 2008, the terrorists had used multiple hand grenades to flee from the terrace and outside of Cama hospital, injuring clerk Kailash Gepharnal. "Now we confiscate even a knife from patient's relatives," said head of security Navnath Sonawane.

Anjali Kulkarni, staff nurse, was in the ante-natal ward when the firing was first heard in 2008. She

## Honouring the survivors of 26/11, their stories today

ON MONDAY, among those who will share their stories of overcoming anger and fear and inspiring courage at the Stories of Strength event will be Mumbai Police Constable Arun Jadhav, slain NSG Major Sandeep Unnikrishnan's father K Unnikrishnan, nurse Anjali Kunte of the Cama and Albless Hospital that was attacked on 26/11, as well as other survivors.

Underlining the purpose of the project, Anant Goenka, Executive Director of the Indian Express Group, said, "In our country, we tend not to take the time to remember. For India's millennials, 26/11 was one of the most horrific acts of violence that they have witnessed. We intend to use this day to remind our-



memorial event will include Amitabh Bachchan, Javed Akhtar, Kaushiki Chakravarty, Rakesh Chaurasia, Mayuri Upadhyay, Merlin D'souza, Harshdeep Kaur, Neeti Mohan, Rahul Deshpande, Mahesh Kale, Javed Ali, Ani Choying Drolma, Shivam Mahadevan, Police Band and the Navy Band.

Sudhanshu Vats, Group CEO and Managing Director Designate, Viacom18, said, "We are proud to partner The Indian Express Group in this initiative. 26/11 is a landmark day in the history of this city and country, both because it marks one of the worst attacks on us as a people and also because it highlights the amazing stories of sacrifice and resilience that define us as a people."

On their association with the project, Ankhil Das, the Director of Public Policy for Facebook in India, said, "It's important to remember those who lost their lives in such a horrific attack 10 years ago. Today is about those who showed bravery, courage

## Security stepped up, but securing coastline still work in progress

**RASHMI RAJPUT & MAYURA JANWALKAR**  
MUMBAI, NOVEMBER 23

IN JULY 2017, *MV Prince* set sail from Gwadar port in Pakistan. Its destination was reportedly Alang ship-breaking yard in Gujarat. Indian intelligence agencies, that were tracking the ship, picked up a signal. "All safe, entered Indian waters." It was the captain of the ship confidently informing his 'handler' on a Thuraya satellite phone, banned in India since the 26/11 attack.

Indian Coast Guard (ICG) learnt that the Panama-registered vessel is a 'ghost ship' that had changed several names. On July 27, it was apprehended near Porbandar and 1,500 kg of



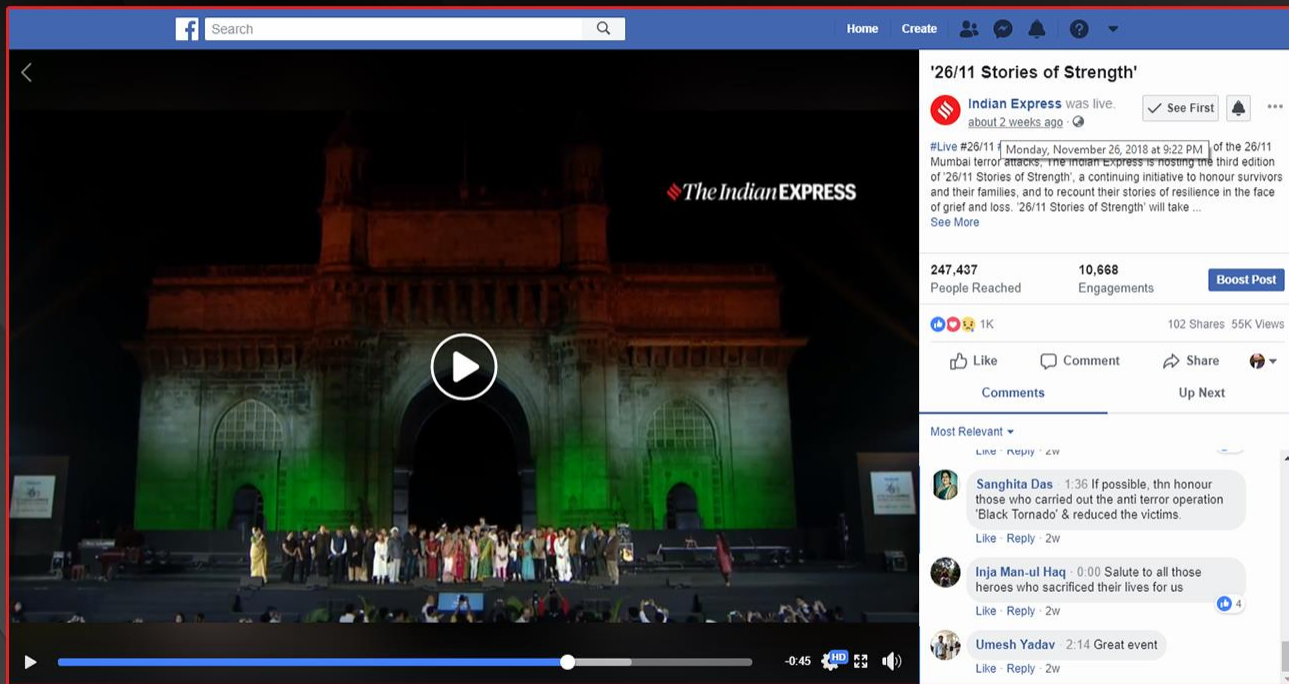
In the last 10 years, Coast Guard has carried out 347 operations based on inputs generated by intelligence agencies and 180 coastal security exercises. *PTI*



far. "These is reluctance from fisherman as their routes may be monitored. The cost may be another reason. The govern-







Facebook interface showing a live video post from **The Indian Express**. The video title is **'26/11 Stories of Strength'**. The post indicates it was live on Monday, November 26, 2018, at 9:22 PM. The video content shows a group of people on a stage in front of a large, illuminated building at night. The post has 247,437 People Reached and 10,668 Engagements. The video player shows a play button and a progress bar at -0:45. Comments are visible below the video.

**'26/11 Stories of Strength'**

Indian Express was live.  See First

about 2 weeks ago

#Live #26/11 | Monday, November 26, 2018 at 9:22 PM | of the 26/11 Mumbai terror attacks, the Indian Express is hosting the third edition of '26/11 Stories of Strength', a continuing initiative to honour survivors and their families, and to recount their stories of resilience in the face of grief and loss. '26/11 Stories of Strength' will take ... See More

247,437 People Reached 10,668 Engagements [Boost Post](#)

1K Reactions 102 Shares 55K Views

Like Comment Share

Comments Up Next

Most Relevant

Like Reply 2w

**Sanghita Das** 1:36 If possible, thn honour those who carried out the anti terror operation 'Black Tornado' & reduced the victims.  
Like Reply 2w

**Inja Man-ul Haq** 0:00 Salute to all those heroes who sacrificed their lives for us  
Like Reply 2w

**Umesh Yadav** 2:14 Great event  
Like Reply 2w

Reach  
0.5 Million+

## 4 OUTDOOR BRANDING

Hoardings placed in key 25 locations in Mumbai



Marine Drive



Marine Drive

## 4 OUTDOOR BRANDING



Worli, Century Bazaar



Air India Building

Reach  
15 Million+



## 4 OUTDOOR BRANDING

Bus back branding on 30 'Best' buses



Reach  
2.2 Million+

## 5 BOOKMYSHOW - EVENT LISTING

The screenshot shows the BookMyShow website interface. At the top, there is a search bar with the text "Search for Movies, Events, Plays and Sports" and a "Sign In" button. Below the search bar is a navigation menu with categories: Movies, Events, Plays, Sports, Monuments, International, Activities, Corporates, Offers, Gift Cards, and NCR. The main content area features a large banner for the event "The Indian Express 26/11 Stories of Strength". The banner includes a photograph of four men, the text "Celebrating the strength of the few, who inspired many.", and "A memorial directed by Feroz Abbas Khan". To the right of the banner is the Facebook logo and the event title "The Indian EXPRESS STORIES OF STRENGTH". Below the banner is a row of partner logos including WIZCRAFT, LIC, and others. At the bottom of the banner, the event title "The Indian Express 26/11 Stories of Strength" is repeated, along with the text "Meetups | Hindi, English | 2hrs 30mins".

The screenshot shows the BookMyShow mobile app interface. At the top, there is a "BOOKMYSHOW" header with a close button (X). Below the header is a banner for the event "The Indian Express 26/11 Stories of Strength". The banner includes a photograph of four men, the text "Celebrating the strength of the few, who inspired many.", and the event title "The Indian EXPRESS STORIES OF STRENGTH". Below the banner, the event date and location are listed: "Mon, 26 Nov 2018" and "Meeting Point Gateway Of India: Mumbai". A prominent red "Book Now" button is located at the bottom right of the banner. Below the banner, the text reads: "A tribute to the heroes! Come and celebrate the 26/11 martyrs who showcased strength in the face of danger."

Registrations  
2000+

# 6 EVENT COLLATERALS

  
**SAVE THE DATE**  
 6.00 pm, November 26, 2018  
 Gateway of India, Mumbai

*From losing a broadcaster to becoming one.  
 From taking a bullet in the leg to getting back on his feet.  
 From losing her family to forgiving the one who took them away.  
 From drawing the curtains on a legacy to returning it to its prime.  
 From losing a parent to keeping their dreams alive.  
 Ten years later, their resilience gives us strength.*

**facebook**  
 PRESENTS  
  
**The Indian EXPRESS**  
**STORIES OF STRENGTH**

DEVEN BY: **MARUTI SUZUKI**    COLIDE PARTNER: **VICOM**

Chief Guest  
**Shri Devendra Fadnavis**  
 Hon'ble Chief Minister of Maharashtra

Guest of Honour: **Shri Piyush Goyal**    Featuring: **Shri Amitabh Bachchan**  
 Hon'ble Union Minister of Railways and Coal    Actor

A memorial directed by  
**Feroz Abbas Khan**

Event produced by  
**WIZCRAFT**

  
 RSVP: [ic1611@indianexpress.com](mailto:ic1611@indianexpress.com)

Sponsors: 

Save The Date

  
**Anant Goenka**  
 Executive Director, Indian Express Group  
 cordially invites you to

**facebook**  
 PRESENTS  
  
**The Indian EXPRESS**  
**STORIES OF STRENGTH**

DEVEN BY: **MARUTI SUZUKI**    COLIDE PARTNER: **VICOM**

Chief Guest  
**Shri Devendra Fadnavis**  
 Hon'ble Chief Minister of Maharashtra

Guest of Honour: **Shri Piyush Goyal**    Featuring: **Shri Amitabh Bachchan**  
 Hon'ble Union Minister of Railways and Coal    Actor

A memorial directed by  
**Feroz Abbas Khan**

6.00 pm, November 26, 2018  
 Gateway of India, Mumbai

Event produced by  


  
 RSVP: [ic1611@indianexpress.com](mailto:ic1611@indianexpress.com)

Media partners: 

Sponsors: 

Associate partners: 

E-Invite

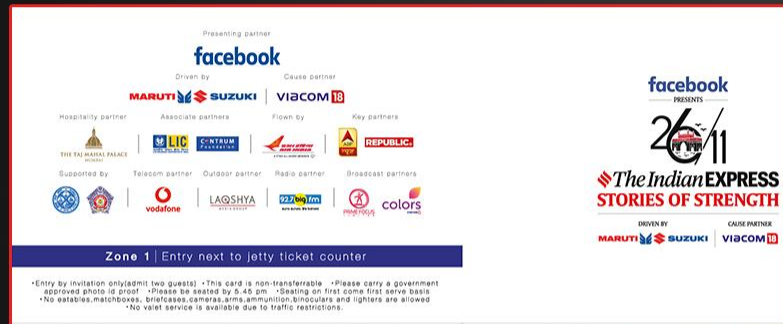


# 6 EVENT COLLATERALS

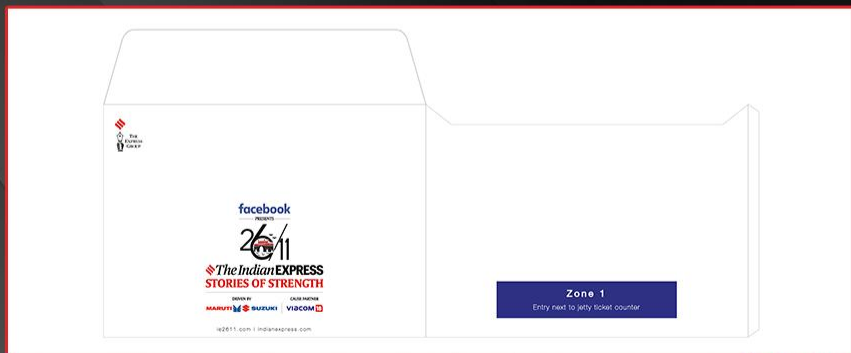
## Formal invite



Card - Inside, left & right



Card - Front & Back



Envelope

# 7 PROMO VIDEOS



Aditya Sharma



Floyd Martis



Anjali Gupta

## Video links

- Aditya Sharma: [https://youtu.be/weUfl\\_TbkKg](https://youtu.be/weUfl_TbkKg)
- Floyd Martis: <https://youtu.be/l9x4G8xDz-I>
- Anjali Gupta: <https://youtu.be/NWR00NwbB5k>

7

# RADIO CAMPAIGN + LIVE EVENT DAY

RJ Dilip with all artists of 26/11

No. of spots: 96

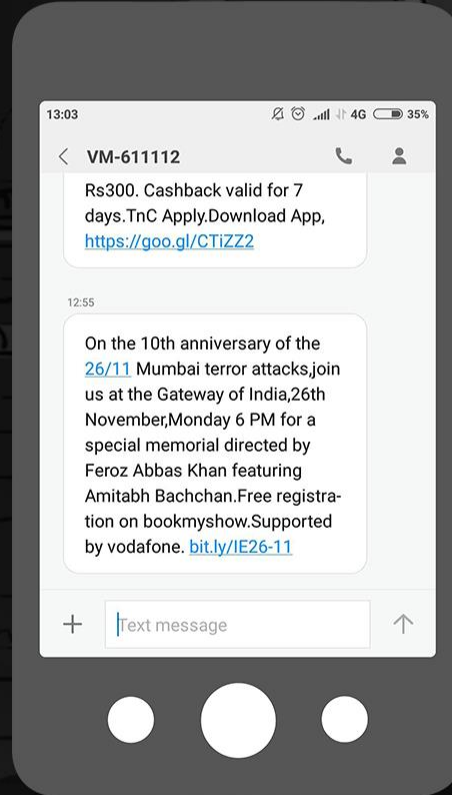


Reach  
2.5 Million+

# 7 VODAFONE SMS BLAST



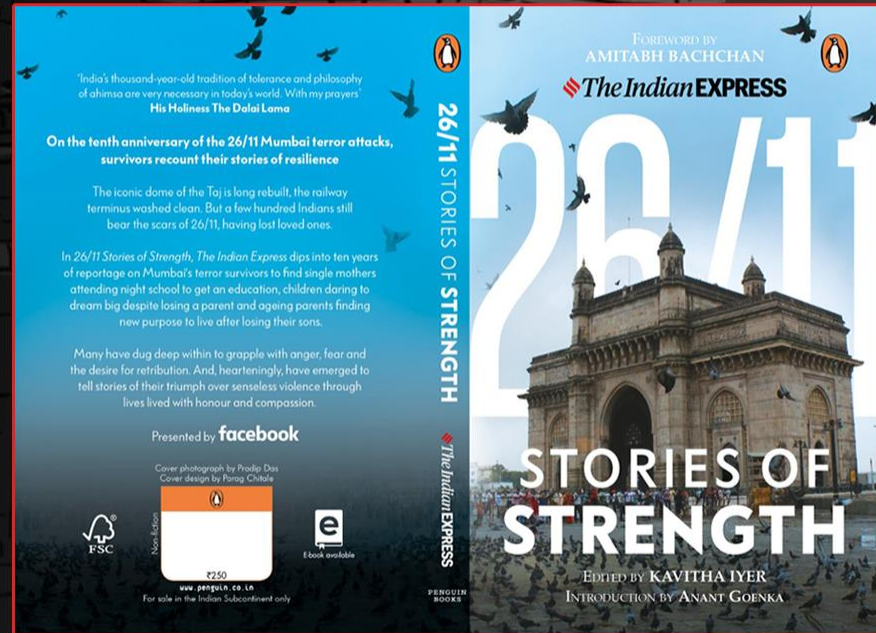
Reach  
4.5 Million+



# 26/11 STORIES OF STRENGTH - THE BOOK

“ India's thousand-year-old tradition of tolerance and philosophy of ahimsa are very necessary in today's world. With my prayers ”

His Holiness The Dalai Lama



Book cover



# 26/11 STORIES OF STRENGTH - THE BOOK

Ten stories of strength from the survivors of 26/11 edited by The Indian Express  
Published by Penguin Random House & presented by Facebook

facebook  
PRESENTS

**26/11**

**The Indian EXPRESS**  
STORIES OF STRENGTH

DRIVEN BY MARUTI SUZUKI CASE PARTNER VISCOM

**BADHWAR PARK: HOW A ODI MATCH SAVED MANY FROM TERRORISTS' BULLETS**  
PAGE 3

## THE WORLD



**TRUMP: CIA ONLY HAS 'FEELINGS' ABOUT KHASHOGGI KILLING**

**CLASHES IN PAK AFTER CLERIC'S ARREST**

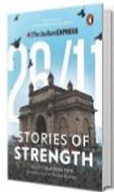
PAGE 15

## Ten stories of strength, of grieving and healing

**EXPRESS NEWS SERVICE**  
MUMBAI, NOVEMBER 24

ALMOST A decade since he spent two terrifying nights in a little restaurant outside the Taj Mahal Hotel that was under siege,

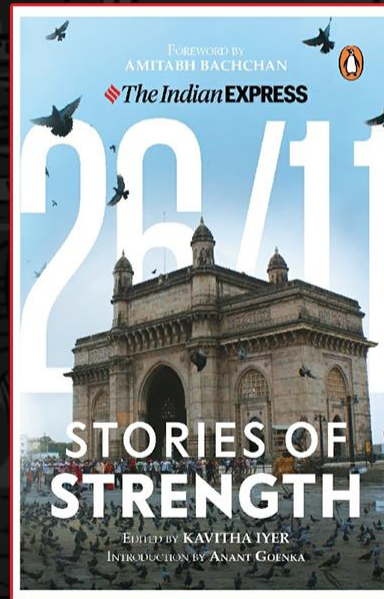
Govind Singh Kathayat (40) welcomed his baby boy, Chaitanya, into the world earlier this year. It was a major breakthrough for Govind, who struggled with mental illness for years after the trauma he suffered during the 26/11 terror attack. He turned a decisive corner. "I didn't imagine this much for myself," he told *The Indian Express* about the early years after the incident.



make it to the complex trajectory of news stories around 26/11 and state-sponsored cross-border terror, but his and the personal histories of several hundred Indians form an important narrative of healing and resurgence in the years since the financial capital was held hostage by ten heavily armed terrorists. Ten such personal accounts, of survivors and families overcoming grief and anger, come together in *26/11 Stories of Strength* by *The Indian Express*, published by Penguin Random House and presented by Facebook.

In his foreword to the book, Amitabh Bachchan writes that moderates, the prime victims of terror and also 70 per cent of the

Introductory editorial



literature  
live! Evenings

**The Indian EXPRESS**

**LITERATURE LIVE! EVENINGS**

Invites you to a panel discussion  
based on the book

## 26/11 STORIES OF STRENGTH

**Anant Goenka**, Executive Director, Indian Express Group, will be in conversation with **Feroz Abbas Khan**, Director & Writer. Also meet the book's editor **Kavitha Iyer** and survivors of the 26/11 terror attacks.

**Date:** December 6, 2018

**Time:** 6:30 pm

**Venue:** Title Waves, Bandra  
St. Paul's Media Complex  
24th Road, Opp. Duruelo Convent  
Bandra (W), Mumbai 400050

**RSVP:** Salobo12@gmail.com



TITLE WAVES



Book launch - E Invite



# VENUE BRANDING



LED screen



Side panel

# VENUE BRANDING



Entrance



Outside walls

# 26/11 MEMORIAL AT GATEWAY OF INDIA



**Anant Goenka**  
Executive Director, Indian Express Group



**Shri Devendra Fadnavis**  
The Hon'ble Chief Minister of Maharashtra



**Piyush Goyal**  
Union Minister for Railways, Coal & Corporate Affairs

# 26/11 MEMORIAL AT GATEWAY OF INDIA



**Shri Amitabh Bachchan**



**Javed Akhtar**  
Poet-Lyricist



**Shri K. Unnikrishnan**  
Father of Late Major Sandeep Unnikrishnan



**Ankhi Das**  
Director of Public Policy, Facebook India



**Sudhanshu Vats**  
Group Chief Executive Officer, Viacom18



**Anjali Gupta**  
26/11 victim's family

# 26/11 MEMORIAL AT GATEWAY OF INDIA



Mumbai Police Band



Indian Navy Band



Harshdeep Kaur & Ani Choying Drolma



Javed Ali



Neeti Mohan



Merlin D'Souza

# 26/11 MEMORIAL AT GATEWAY OF INDIA



Kaushiki Chakraborty



Mayuri Upadhya's dance troupe



Rahul Deshpande and Mahesh Kale



Shivam Mahadevan



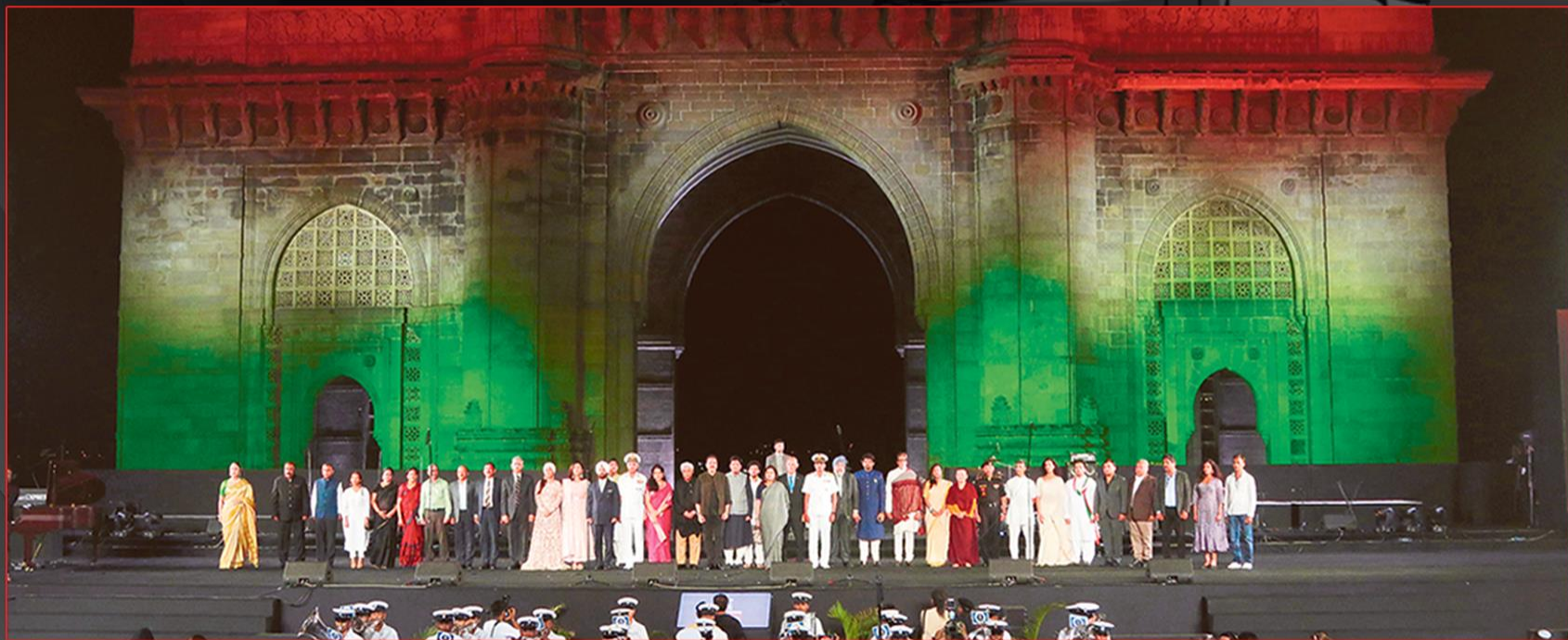
Rakesh Chaurasia



10

# 26/11 MEMORIAL AT GATEWAY OF INDIA

Key partners & guests during the National Anthem | Performed by Indian Navy Band



10

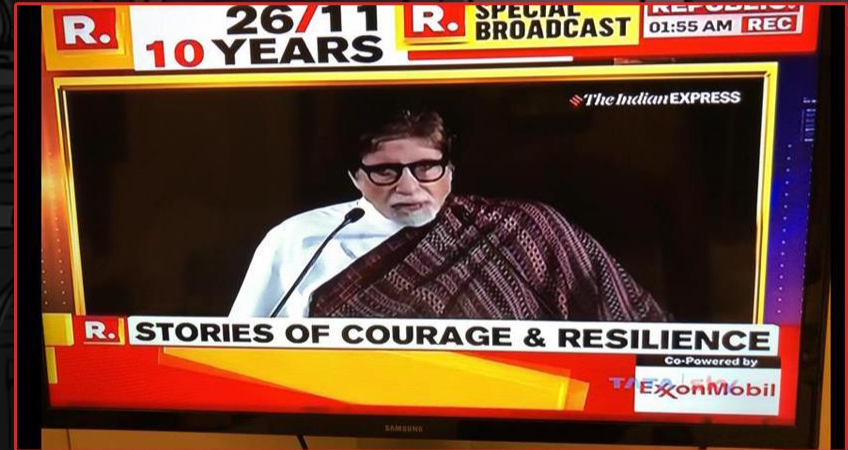
# 26/11 MEMORIAL AT GATEWAY OF INDIA



Footfall  
2300+

# 11 LIVE MEDIA COVERAGE

Event covered live by ABP News & Republic TV



Reach  
5 Million+



# 12 POST EVENT TELECAST

Event telecast

ColorsTV . 120 mins . 9<sup>th</sup> Dec, 2018



Television broadcast

Reach  
4 Million+



Broadcast emailer

# 13 OTHER MEDIA COVERAGES

**NDTV** PARAS SQUARE **HURRY!** LIMIT

## Our Unity Too Strong To Be Broken By Cowards: Amitabh Bachchan On 26/11

"Our singularity is too vast to be shaped by limited horizons. Our solidarity is too strong to be broken by cowards and parasites. We must define ourselves not by what we are against, but by what we are for, and what can we do for, if we stand for each other," Mr. Bachchan said.

NDTV

**mid-day.com** Mumbai Guide Entertainment News Photos Videos Sports

## Amitabh Bachchan: If A Nation Isn't United, It Shouldn't Be Called Nation

Amitabh spoke at the iconic Gateway of India here on the 10th anniversary of the 2011 Mumbai terror attacks, as part of the third edition of 2011 Stories of Strength by Indian Express. He was joined by veteran writer Javed Akhtar

Mid-Day

भारत विश्व खेल किंगडम सीरीज फेडर फेडर लोकप्रिय दुर्गा-2019 विजयेश उमा प्रवेश

## 26/11 मुंबई हमले के 10 साल: 'स्टोरीज ऑफ स्ट्रेंथ' कार्यक्रम में शामिल होंगे तमाम दिग्गज, देवेन्द्र फडणवीस होंगे चीफ गेस्ट

आज मेट्रो के अड्डे पर इस कार्यक्रम को आयोजित कराया जा रहा है और इस कार्यक्रम के मुख्य अतिथि मराठे के मुख्यमंत्री देवेन्द्र फडणवीस हैं. इसके अलावा मेट्रो ऑफ ऑनर कैप्टीव देवेवे मंत्री पीपुष गोयल होंगे.

ABP News

**ZEE NEWS** Live TV Movies Music World India Entertainment Lifestyle Digital Technology Status Bloggers Awards

## If a nation isn't united, it shouldn't be called nation: Amitabh Bachchan

Bollywood megastar Amitabh Bachchan says a nation that isn't united, shouldn't be called a nation.

Zee News

**the quint** CityVote 2018 MEInu Webloop

## Terror Shall Never Breed in Our Homes: Amitabh Bachchan on 26/11

If a nation isn't united, it shouldn't be called a nation: Amitabh Bachchan

On the tenth anniversary of the 26/11 Mumbai terror attacks, Bollywood Actor Amitabh Bachchan said on Monday, 26 November, revoked his pledge to never give shelter to terror.

The Quint

**The Tribune** CHANDIGARH

## If a nation isn't united, it shouldn't be called nation: Amitabh Bachchan

Also in this section: Billion Khun dedication award to India, film fraternity

The Tribune

# 13 OTHER MEDIA COVERAGES



The screenshot shows the Business Standard website. The main headline reads "Power of solitary cannot be broken by cowards: Big B on 26/11 terror attack". The article is dated November 27, 2013, at 09:21 IST. The author is Jyoti Fokeer of India. The article text begins with "Bachchan said as long as people remain divided, the terrorists would remain 'resilient' in their efforts to divide us". There is a prominent advertisement for the Jeep Compass Limited Plus on the right side of the article.

Business Standard



The screenshot shows the The Week website. The main headline reads "Our solidarity too strong to be broken by cowards Amitabh Bachchan on 26 11". The article is dated November 26, 2013 at 2:07 IST. The text states: "Mumbai, Nov 26 (PTI) Bollywood megastar Amitabh Bachchan on Monday emphasised the power of solidarity and said as long as people remain united, 'cowards and parasites' could not break them." The article continues with a quote from Bachchan: "The actor was speaking at the iconic Gateway of India here on the 10th anniversary of the 2011 terror attack. Bachchan said as long as people remain divided, the terrorists would remain 'resilient' in their efforts to divide us".

The Week



The screenshot shows the India TV website. The main headline reads "If a nation isn't united, it shouldn't be called nation, says Amitabh Bachchan". The article is dated November 27, 2013 at 12:57 IST. The text states: "Talking about the power of oneness and unity, Amitabh said: 'On this same place last year, we pledged that we would never give shelter to terror'". The article includes a photograph of Amitabh Bachchan and a sidebar advertisement for the Jeep Compass Limited Plus.

India TV



The screenshot shows the Outlook India website. The main headline reads "If a nation isn't united, it shouldn't be called nation: Amitabh Bachchan". The article is dated November 27, 2013. The text states: "Mumbai, Nov 27 Bollywood megastar Amitabh Bachchan says a nation that isn't united, shouldn't be called a nation." The article continues with a quote from Bachchan: "Amitabh spoke at the iconic Gateway of India here on the 10th anniversary of the 26/11 Mumbai terror attacks, as part of the third edition of '26/11 Stories of Strength' by Indian Express. He was joined by veteran writer Javed Akhtar. Talking about the power of oneness and unity, Amitabh said: 'On this same place last year, we pledged that we would never give shelter to terror and today we want our dream to be realised to awaken to the power of love and oneness. We should be united to give fearless life for our future generation.' 'Today, people who have a destructive mindset are knocking our doors, but we can't fight them with similar mentalities. We can tackle it with oneness and it is the need of the hour. They don't fear with our weapons or with our strength but they will feel fearful when we".

Outlook India

Presenting partner

facebook

Driven by



Cause partner



Hospitality partner



Associate partners



Flown by



Key partners



Supported by



Telecom partner



Outdoor partner



Radio partner



Broadcast partners



THANK YOU